RJ Reynolds
Tobacco Company

G. N. Kuruc, Jr.
400 Raritan Center Parkway
Raritan Center
Edison, NJ 08837
Phone 732-225-4774
Fax 732-417-9076

August 17, 1998

Mr. Philip Baseil
Quick Chek Food Stores
Box 600-Old Highway
Whitehouse Station, NJ 08889

Dear Phil:

Attached is a "sell sheet" detailing our **SALEM $.30 off Tear Tape Program**. The first available ship date to stores from McLane is the week of October 5.

As you can see, all cartons have special pack UPC's, packs are clearly marked with $.30 off with product priced at $3.00 off invoice for full compliance with the New Jersey Minimum Pricing Statutes.

Based on your Salem business I have reserved 2 shippers (16 cartons) per store for October.

Please review the materials, and call me if you have any questions.

Best Regards,

Nick

G. N. Kuruc, Jr.
Attachment

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Source: https://www.industrydocuments.ucsf.edu/docs/npky0000

Quick Chek Food Stores

Salem is pleased to announce a monthly promotion, featuring the four key brand styles at 30¢ Off per Pack. There will be a display included to create awareness for your customers.

Program Details :

Timing : Shipped the Week of **10/5/98**

Quantity :

Number of Displays :	**100**
# of Total Cartons Being Shipped :	**1600**
# of Salable Units :	**16000**

Brand Styles :

Brand Style	Ctn. Qty.	Pack UPC
Salem King	4	1230012039
Salem Lt. King	4	1230012439
Salem 100	4	1230012239
Salem Lt. 100	4	1230012539

 # Ctns. Billed : 1600

Total Est. Promotion Allowance : $4,800.00
$3.00 per Ctn. / Off Invoice

Retail Partner Participation :

> Price Promotion On Bottom Of Display
> Place Display On Selling Counter
> Place Poster In Window

Additional Information :

All product shipped from McLane and priced at $3.00 off invoice to comply with New Jersey Minimum Pricing Statutes

If there are any problems with this promotion, please contact your RJR Representative at :
Nick Kuruc 732-225-4774 Or at Voicemail # : 1-800-757-8255 , extn# : 43778

Thank You For Your Participation In This RJR Promotion !

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Retail SellSheet

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